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16. A dental bleaching composition as defined in claim 1, wherein the dental bleaching composition is substantially free of abrasives.

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17. A dental bleaching composition adapted for whitening and desensitizing a person's teeth without brushing or scrubbing, comprising:

a dental bleaching agent included in an amount so as to have a tooth whitening effect on a person's teeth without brushing or scrubbing the person's teeth with the dental bleaching composition;

potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition and so as to enhance the tooth whitening effect of the dental bleaching agent and reduce tooth sensitivity that may be caused by the dental bleaching agent when the dental bleaching and desensitizing composition is passively maintained in contact with the person's teeth for a time period of at least about 15 minutes without brushing or scrubbing; and

a carrier that is substantially free of abrasives into which the dental bleaching agent and potassium nitrate are dispersed.

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18. A method for whitening and desensitizing a person's teeth comprising:
providing a dental bleaching composition including:

a dental bleaching agent included in an amount so as to have a tooth
whitening effect when contacted with a person's teeth.

potassium nitrate included in an amount of about 0.01% to about 2%
by weight of the dental bleaching composition and so as to enhance the tooth
whitening effect of the dental bleaching agent and reduce tooth sensitivity
that may be caused by the dental bleaching agent; and

a carrier into which the dental bleaching agent and potassium nitrate
are dispersed; and

contacting the person's teeth with the dental bleaching composition for a time
period in order that the dental bleaching composition whitens the person's teeth and
in order that the potassium nitrate enhances the tooth whitening effect of the dental
bleaching agent and reduces tooth sensitivity that may be caused by the dental
bleaching agent.

19. A method for whitening and desensitizing a person's teeth as defined in
claim 18, wherein the person's teeth are contacted with the dental bleaching composition for
at least about 15 minutes.

20. A method for whitening and desensitizing a person's teeth as defined in
claim 18, wherein the person's teeth are contacted with the dental bleaching composition for
at least about 1 hour.

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